Virginia 2021 Needs Assessment:

Environmental Scan Guidebook

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Introduction

Virginia Needs Assessment – Environmental Scan

With the legalization of recreational marijuana as well as sports betting and other changes that have expanded opportunities for gambling in Virginia, the Office of Behavioral Health Wellness (OBHW) within the Virginia Department of Behavioral Health and Developmental Services (DBHDS) received funding to support prevention efforts targeted towards these two areas through SAMHSA's state prevention block grant and through gambling tax revenues in Virginia. As a first step, DBHDS, in partnership with OMNI Institute (OMNI)-- a non-profit research and evaluation firm that supports evaluation and capacity building of the prevention block grant -- will be working with Community Service Boards (CSBs) to conduct two assessments: one on the state's gambling and gaming behaviors, knowledge, attitudes, and environment; and a second on marijuana related behaviors, knowledge, attitudes, and environment. Both of these assessments will be used to determine priorities for efforts to prevent marijuana use disorders and problem gambling and gaming disorders. As a part of the gaming and gambling assessment, CSBs will be asked to take inventory of the gambling opportunities, advertisements and inducements to gamble, and the accessibility of information about problem gambling support services. This "environmental scan" of gambling in the state of Virginia will be carried out by CSBs in collaboration with OMNI starting in October 2021[1].

Environmental Scanning techniques originated in the business world as a way to identify opportunities and challenges both within organizations and in their external competitive environments, providing an evidence-based method for strategic decision-making. Since this framework was first developed, it has been adopted by public health researchers to identify opportunities to improve interventions, guide research priorities, and inform public health policy. This environmental scan will be used to identify potential risks for problem gambling in the community as well as opportunities for CSBs and the DBHDS to improve interventions to prevent the development of gambling disorders.

Purpose of this Guidebook

This guidebook contains instructions on how to plan for and conduct an environmental scan for the Virginia Problem Gambling Prevention Needs Assessment. It contains descriptions and data collection worksheets for the 4 components that make up the environmental scan:

- Brick and Mortar Scan
- Charitable Gaming Scan
- Community Walk Scan
- Passive Media Scan

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[1] Given the timeline for the rollout of recreational marijuana establishments, CSBs are not expected to conduct an environmental scan for the marijuana focused component of the needs assessment.

The data collected by your CSB through implementation of the environmental scan is vital in making sure your community has resources and accurate priorities for helping prevent problem gambling. The sharing of your complete and accurate data with OMNI ensures the full picture of gaming and gambling in Virginia drives the prioritization and identification of strategies for the future.

This environmental scan has been designed to help answer the following **Guiding Questions:**

1. Where do Virginians encounter opportunities to engage in gambling?
2. How is gambling being advertised in Virginia and how does it relate to at-risk groups?
3. How accessible is information about problem gambling prevention and support?

Planning the Environmental Scan

Step 1: Determine team and capacity for project[2]

- Assess CSB capacity and budget for the environmental scan and allocate accordingly
- Identify a "champion" from your CSB staff to ensure data collection goals are met and findings communicated to the rest of the CSB and DBHDS problem gambling prevention teams

Connect environmental scan data collection with routine activities
Some of your CSB team—including coalition members and volunteers!--may be able to collect information for the environmental scan while conducting routine activities like tobacco compliance checks or community engagement activities. Encourage staff to take a worksheet along to complete while implementing another strategy!

Step 2: Review purpose and focus of the scan

- Review and discuss as a team the focus and purpose

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[2] (Based upon 7-step process from: Wilburn, A., Vanderpool, R. C., & Knight, J. R. (2016). Environmental Scanning as a Public Health Tool: Kentucky's Human Papillomavirus Vaccination Project. Preventing chronic disease, 13, E109. https://doi.org/10.5888/pcd13.160165)

- Ensure work plan will accomplish the necessary goals to contribute to a statewide picture of gaming and gambling in VA

Step 3: Create a timeline and step-by-step goals

- Plan step-by-step how this process will be completed by **January 31st** within your budget and CSB capacity

At a minimum you will:

Plan:
- Identify team members
- Draft timeline and workplan

Implement:

Brick and Mortar Scan — **Goal:** 10% of gambling licensed retailers <u>OR</u> 10 locations, whichever is higher

Charitable Gaming Scan — **Goal:** 5 locations

Community Walk Scan — **Goal:** 5 busy intersections/streets and 5 school zones

Passive Media Scan — **Goal:** 5-day record for 5 adults and 5 youth

Report:
- Share data with OMNI
  - If you use printed-out worksheets, plan for the time it will take to enter data into the online questionnaire
  - If completed online, reporting is complete!

Considerately Staff Scans
When planning who will go to different locations for the scan, be considerate of any employees or volunteers who may have a history with problem gambling or a gambling disorder. Visiting locations such as casinos or racetracks may cause distress or make their recovery more difficult, so consider asking another person to complete scans at these kinds of locations.

Step 4: Review the information to be collected

- Familiarize yourselves with the goals, methods, and worksheets for each type of scan in this guidebook for quicker, smoother data collection in your community
- Plan strategies to arrive prepared with the printed worksheets or fully charged technology with online access needed to conduct each scan

Step 5: Collect the information and share it with OMNI

- Implement scan methods and collect data with tools provided
- If using printed out copies of the worksheets to record data, enter the data through this online questionnaire: https://bit.ly/3w44kDf
- If using a tablet or phone to record data directly into the online questionnaire, you're done entering data!

Your thoughtful participation makes this scan possible!
While you have some flexibility in how you implement the environmental scan, it is important to make sure your work accomplishes the role needed to make this process a success. OMNI will bring together the data shared with us from across all CSBs at the end of this process, so this structure and guidance is provided to ensure this can be done easily and successfully.

Brick and Mortar Scan

This scan focuses on "brick and mortar" or physical venues licensed to sell gambling products and host gambling activities. These will focus primarily upon venues that sell lottery products (e.g. lottery tickets, scratch-offs, keno, etc.), facilitate betting on sports or racing (e.g. Rosie's Gaming Emporium), and casinos, but can include other types of licensed gambling *that is not for charitable purposes.*

Goal: Collect information on **at least 10% of all licensed gambling venues in your CSB area (lottery, casinos, Rosie's) OR a minimum of 10 unique venues, whichever is higher.** If there are any casinos or racing venues in your area, such as Rosie's Gaming Emporium, we are requiring that those be included in the locations visited for this scan.

Identifying locations

Selecting venues should be done with an eye to maximizing the diversity of the type of gambling and location within your CSB.

1. Start by identifying all the locations in your CSB area. Please use the VA Lottery link below to identify licensed gambling venues and lottery retailers in your CSB area. Venues and retailer list: https://www.valottery.com/aboutus/findaretailer
2. Determine if you're visiting at least 10% of all licensed gambling venues (including Rosie's locations if they fall within your area) or a minimum of 10 unique venues. Please select whichever amount is higher.
3. Choose diverse locations according to instructions below, using random selection as/if needed.

Choosing Diverse Locations

Please do your best to choose locations that are geographically dispersed, offer a variety of gaming and gambling options, and are in demographically diverse locations. When choosing locations to visit try to make sure locations chosen aren't clustered in one part of the same city. Consider the venue type, including casinos, places that sell lottery tickets and scratch-offs (e.g., convenience stores, supermarkets, department stores, liquor stores), and racetracks or places that enable betting on races (e.g. Rosie's Gaming Emporium). Note that locations such as Rosie's Gaming Emporium may have gaming machines that look like slot machines, but actually enable betting on races, and this difference should be noted on the worksheet/questionnaire. Also try to pick areas that have different demographic characteristics (e.g. average age, race or ethnicity, income level, etc.).

If you have trouble selecting locations, randomly selecting 10% of locations may be a helpful strategy. With a list of locations in your area pick every tenth entry, repeating through the list until you reach the total number needed. Are those dispersed? Diverse?

Conducting the Scan

Materials needed: worksheets (p. 16), clipboard, and writing utensils; OR fully charged tablets or phones with access to the Virginia Gambling Environmental Scan online questionnaire: https://bit.ly/3w44kDf

On-site:

1. Identify where gambling products, equipment, or activities are located in the venue, as well as advertisement easily visible to customers.

2. Use the worksheet or online questionnaire to take note of important details about gambling equipment, advertisements, and what surrounds them.
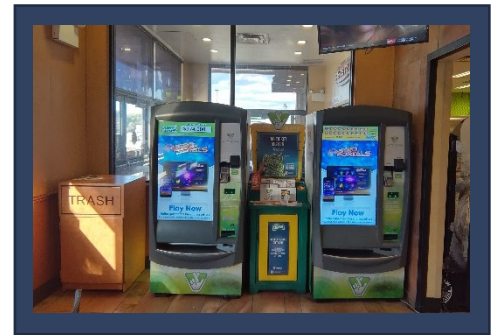
Engaging with Venue Staff

Please be considerate of anyone working at or using the facility and make sure not to obstruct their work or access. You may be able to complete the scan without calling attention to yourself or needing to engage with employees. If workers at the location ask about what you are doing, you can explain that you are reviewing places that sell gambling products or host gaming activities for the local Community Service Board of the DBHDS. Be transparent with them that you are only collecting information on what is visible to the general public, such as what is advertised at the location, and no personal information about employees or customers will be collected.

Submitting the Information to OMNI Institute

The last step is to make sure you share the information you collect with OMNI so we can use it to create a statewide picture of gaming and gambling that helps get resources to your CSB! If you used printed copies of the worksheets to record data, please double check your data as you enter it into the online questionnaire: https://bit.ly/3w44kDf

If you used a tablet or phone to record data into the online questionnaire in the field, please take a moment to look at the Review page before clicking 'Submit.'

Charitable Gaming Scan

The Charitable Gaming scan will involve doing a quick assessment of licensed charitable gaming locations in your area by visiting them. These include venues that host bingo, pull-tabs, electronic pull-tabs, raffles, charity Texas Hold'em Poker tournaments (if this becomes legalized during the time you are conducting a scan), and other activities in your area. The Office of Charitable and Regulatory Programs (OCRP) in Virginia issues and renews roughly 300 charitable gaming licenses each year, with licensed venues located throughout the state.

Unlike other forms of gambling though, these may be hosted in locations not usually associated with problem or addictive behavior, such as churches, fire departments, or fraternal organizations. These venues may also not have the same kinds of advertising or helpline information due to the perception of the activity being a more socially acceptable form of gambling. This means they pose a special challenge to preventing problem gambling and this scan is intended to take note of how it may be affecting your community.

Goal: Scan **5 charitable gaming locations in your CSB area, including at least one bingo raffle and one pull-tab location** (these can be the same location).

Identifying locations

You can choose locations based upon what you think is the most appropriate for the purposes of this scan. If you come across a charitable raffle for an item of value or another charitable gaming contest as you go about your daily activities, include this as one of the locations in the scan.

Use the lists linked below to identify potential locations to visit.
- List of licensed charitable gaming hosts and suppliers in your area (Charitable Gaming Page, Virginia Department of Agriculture and Consumer Services): https://www.vdacs.virginia.gov/food-charitable-gaming.shtml
- List of Virginia bingo venues: https://www.vdacs.virginia.gov/pdf/bingo_events.pdf

The list below contains potential hosts of charitable gaming. *Please note that these organizations may hold their charitable bingo games in bingo halls and community centers and not just at their organization's location.*

- VFW
- American Legion
- Elks Lodge
- Knights of Columbus
- Moose Lodge
- Churches
- Fire Departments
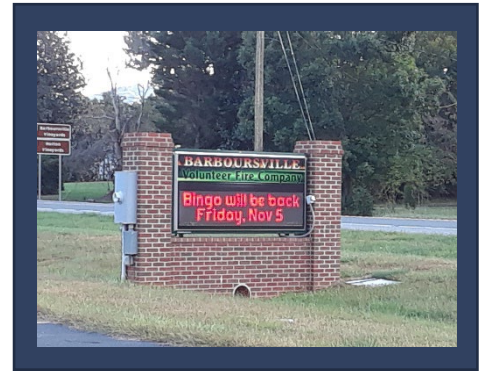- Schools

Conducting the Scan

Materials needed: worksheets (p. 19), clipboard, and writing utensils; OR fully charged tablets or phones with access to the Virginia Gambling Environmental Scan online questionnaire: https://bit.ly/3w44kDf

On-site:
Attend a charitable gaming event, such as a regular bingo game, and take note on the worksheet or directly into the questionnaire of any signage outside the venue and signage inside the venue. You can perform the environmental scan on a day when an event is not being held, if necessary.

Scan 5 charitable gaming locations in your CSB area, including at least one bingo raffle and one pull-tab location (these can be the same location).

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If you used a tablet or phone to record data into the online questionnaire in the field, please take a moment to look at the Review page before clicking 'Submit.'

👓 Community Walk Scan

The Community Walk Scan is intended to help gather contextual information about where and how people in your community might encounter invitation and persuasion to gamble, such as advertising and gambling opportunities. This will involve going to certain locations in your community and writing down all gambling advertisements and opportunities that are visible in the area. This is important both to help assess how potential adult problem gamblers might be induced to gamble and how young people may see gambling as normalized or desirable.

🎯 **Goal:** Scan **10 locations: 5 busy intersections/roadways and 5 school zones** in your CSB area.

Identifying locations

To choose your 10 total locations:

1. Identify the 5 busiest intersections or roadways in your CSB area
   a. Intersections: If two of these intersections are within five blocks of each other choose a different location so the intersections scanned are more spread out.
   b. Roadways: Pick a 5 block stretch to scan that experiences a lot of vehicle or pedestrian traffic for the area.
2. Identify 5 school zones in your CSB area
   a. You can also replace one of these with a youth community center or other place intended for young people.

Conducting the scan

Materials needed: worksheets (p. 22), clipboard, and writing utensils; OR fully charged tablets or phones with access to the Virginia Gambling Environmental Scan online questionnaire: https://bit.ly/3w44kDf

On-site:
You can park somewhere near the intersection or school zone and walk around a two-block area near the intersection to find as many advertisements that are visible from the street/sidewalk as possible.

Alternatively, you can drive around the surrounding two-block radius, keep track mentally, and then pull
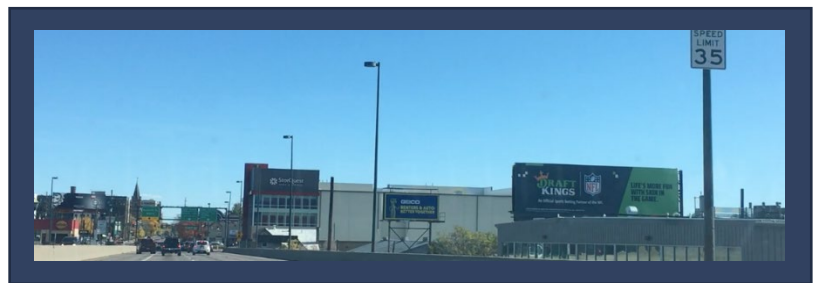
over in a parking area to complete the questionnaire. **Please do not attempt to fill out the questionnaire while driving.** If two people are in a car, it be efficient
for the passenger to fill out the worksheet while riding around the area.

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If you used printed copies of the worksheets to record data, please double check your data as you enter it into the online questionnaire: https://bit.ly/3w44kDf.

If you used a tablet or phone to record data into the online questionnaire in the field, please take a moment to look at the Review page before clicking 'Submit.'

📢 Passive Media Scan

The purpose of this scan is to discover what kinds of advertising and inducements to gamble are being targeted towards your community. On social media and other websites, companies target ads based upon a user's location, demographics, interests, and internet history. As a result, the ads one user sees might be completely different than the ads another user sees even if they live in the same household. To get a better picture of what advertisements might be targeted towards people we need several people from your CSB to complete a passive media scan as they go about their daily lives.

🎯 **Goal:** Recruit **at least 5 adults and 5 young people to track the ads they see or hear** on social media, TV, radio, and hear on podcasts **for 5 days.**

Identifying locations

Unlike the other scans, this one has no specific locations to visit. It will occur as recruited volunteers go about their daily activities. Adults can be recruited from CSB board members, as well as family, friends, or neighbors. Young people can be recruited from youth groups that volunteer with CSB-related activities, local coalitions, or as part of a class at school. They do not need to do online searches or go anywhere out of the ordinary, but just record what they encounter as part of their everyday activities.

Conducting the scan

<u>Materials needed:</u> Each participant will need worksheets (p. 23) printed and mailed (or handed) to them, a copy of this section of the guidebook (p. 13-14), and a self-addressed/stamped envelope to return their worksheets when finished.

For 5 days recruited volunteers will mark down whenever they see a gambling-related advertisement, sponsorship, or a gambling product discussed in a way that promotes it. Make sure volunteers read the sections below that gives examples of where to look for ads and what ads might look like.

We highly recommend having volunteers complete hard copies of the worksheets. If that is unduly burdensome, we have a digital version of the Passive Scan instructions and worksheets that we can share. Reach out to OMNI for more details.
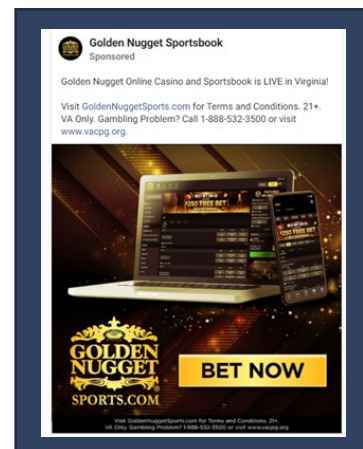
What is meant by "platform" on the worksheet?

On the worksheet the table asks for people to write down the platform where they encountered the advertisement. Some examples of platforms: TV, radio, Facebook, YouTube, Instagram, social media (all), web browsing, Google, podcasts or phone game.

What counts as an ad or inducement?

While the image most people have of attempts to persuade people to participate in gambling might be a commercial on TV advertising a casino, this can take on different forms on different platforms. Recruited volunteers should count any traditional ads they see on TV or hear on the radio, such as ads for casinos, online poker, sports betting or fantasy sports betting, betting on horse races, or any similar game that requires one bet something of value for only a chance at getting something of value in return. In addition to commercials, "integrated" advertising, such as an influencer posting to Instagram about a promo code for a fantasy sports betting site should also be counted.

Please review the following non-traditional forms of inducements to gamble that should be included in the count:

- **Podcasts** where a host introduces a gambling service or product and endorses it, such as a betting website. These might happen during a clear ad break or they may be integrated into another segment of the podcast. It is important to note if they give a promo code offering extra tokens, a discount on bets, or some other incentive to participate.
- **Influencers and celebrities on social media platforms** like Instagram may share a product or service with their followers and similarly offer promo codes incentivizing participation in gambling. The post may look like any other post by that account and may not have anything labeling it as a sponsored post or advertisement. For example, an athlete might talk about how much fun they are having betting on sports with their friends and share a link or mention a particular service or platform to direct their followers to.
- **Sports leagues**, such as the NFL or the English Premier League, have partnered with fantasy sports betting websites like Draft Kings and describe the service as helping fans "get into the action." Fantasy sports leagues that involve betting real money like these are another way to bet on sports and rely upon partnerships with athletic associations to create the impression that it is a game of skill rather than a game of chance, leveraging the positive feelings fans have for those organizations.
- **"Loot boxes" and other gambling mechanics in video, computer, and phone games** are a special type of gambling and gaming that we are requesting data be collected on. Loot boxes are in-game mechanics where players "open" the box for a chance to receive something of value in the game, such as a special avatar, skins, tokens or credits for use in the game, or access to game features. Loot boxes expose *all ages* to a game mechanic similar to a slot machine or other forms of gambling and often require a player to purchase them by using real-world currency (like a credit card). It can be hard to know

when encountering these games or apps whether they include this feature since loot box mechanics may not be mentioned in advertisements, but many "free to play" games become profitable through inclusion of loot box purchases in how the game is played. Please take note of games advertised as "free to play" or any advertisements that include a chance at an item or in-game resource through purchase with real money.

Submitting the Information to OMNI Institute

The last step is to make sure you share the information you collect with OMNI so we can use it to create a statewide picture of gaming and gambling that helps get resources to your CSB!

Follow up with volunteers about submitting, sending in, or dropping off their completed worksheets. For those who completed the fillable pdf, remind them to send the attachments and confirm they've been received. Keep printed copies of the worksheets entered (with the date of their entry written on them) in case data needs to be double-checked. Ensure printed worksheets and digital worksheets are entered into the online questionnaire: https://bit.ly/3w44kDf.

Please take a moment to double-check entries on the Review page before clicking 'Submit.'

Brick and Mortar Scan Worksheet

CSB Information

CSB Name: _____

Date: _____Time:_____

Retailer Information

Name of Outlet:_____

Outlet Address: _____

Location Type	Gambling Options Available at Location
☐ Casino or general gambling establishment ☐ Rosie's Gaming Emporium, Racetrack, or other "Racino" ☐ Sports Betting Establishment ☐ Keno Parlor or other limited gambling outlet ☐ Bar ☐ Motel / Hotel (excluding casino hotels) ☐ Other Travel Accommodation ☐ Liquor or Tobacco Store ☐ Gas Station with Convenience Store ☐ Gas Station without Convenience Store ☐ Convenience Store without Gas Station ☐ Pharmacy or Drug Retail Store ☐ Department Store (not Discount Store) ☐ Dollar Store or Discount Department Store ☐ Supermarket or Grocery Store ☐ Specialty Food Store ☐ Other Store or Outlet_____	☐ Powerball, Jackpot, or other Lottery Tickets ☐ Scratch-offs and similar games ☐ Keno ☐ Electronic Pull Tabs ☐ Slot Machines ☐ Racing (e.g. betting on horse races, Rosie's Gaming) ☐ Sports Betting ☐ Casino Gambling (e.g. poker, blackjack, roulette, etc.) ☐ Other Gambling: _____

Additional Information

Is business accessible to people

Under 18? _____

If there is a Lottery Game Machine, are people under 18 able to access it?

_____

Is there a clearly visible sign concerning the legal age for participating in gambling activities?

_____

Where were gambling / gaming machines (lottery ticket forms, scratch off ticket displays, etc.) displayed?

_____

What was near the gambling machines in their surroundings? (For example, candy, snacks, cigarettes, alcohol, magazines, etc.)

_____

_____

_____

_____

How many advertisements for gambling / gaming were there? *(For example, posters/flyers, electronic signage, audio announcements, items with brand/logo, other signage)*

_____

Are any of the following within half a mile of the gambling / gaming outlet?
- ☐ School
- ☐ Library
- ☐ Gym / Sports / Recreation Facility
- ☐ Youth Community Center
- ☐ Other Youth Facility

Gambling Advertising

Gambling Advertisements at Location
☐ Powerball, Jackpot, or other Lottery Tickets
☐ Scratch-offs and similar games
☐ Keno
☐ Electronic Pull Tabs
☐ Slot Machines
☐ Racing (e.g. betting on horse races, Rosie's Gaming)
☐ Sports Betting
☐ Online Sports Betting
☐ Fantasy Sports Betting
☐ Online games with loot boxes
☐ Casino Gambling (e.g. poker, blackjack, roulette, etc.)
☐ Online Casino Gambling
☐ Other Gambling: _____
☐ Other Online Gambling

How many advertisements for gambling included problem gambling support information? *(For example, 1-888-532-3500 helpline, voluntary exclusion program, other support information)*

_____

How easy was it to see/hear/find problem gambling support information on advertisements?

_____

_____

How many advertisements were there primarily for problem gambling support information?

_____

Where in the outlet were advertisements located? (For example, window of store, next to checkout counter, on inside walls, below counters facing customers, etc.)

_____

_____

_____

_____

How many advertisements are located at a height of 3 feet or less?

_____

What demographics did the ads portray? Including age group, race or ethnicity, gender, income level, etc.

_____

_____

_____

What languages were the ads in?

_____

_____

_____

_____

How many ads included any of the following?

☐ Cartoon Characters, Game Avatars, or similar characters
☐ People under 18
☐ Celebrities
☐ Athletes or Sports Stars
☐ Unrealistic statements about odds of winning (For example, "Everyone can be a winner!")

Charitable Gaming Worksheet

CSB Information

CSB Name: _____

Date: _____ Time: _____

Venue Information

Name of Outlet: _____

Outlet Address: _____

Venue Type	Gaming Type
☐VFW or American Legion Hall ☐Church ☐School ☐Fire Department ☐Elks Lodge, Moose Lodge, Knights of Columbus, or other Fraternal Organization or Lodge ☐Community Center or Other Non-Profit Organization ☐Gym, Sports Center, or Recreation Center ☐Bingo Hall or Entertainment Center ☐Other Location: _____	☐Bingo ☐Popp-open Pull Tabs, instant bingo, and other physical Pull Tabs ☐Electronic Pull Tabs ☐Texas Hold'Em Tournament ☐Raffle ☐Other Charitable Gaming: _____

Additional Information

How many advertisements for gaming were there?
(For example, posters/flyers, electronic signage, audio announcements, items with brand/logo, other signage)

_____

How many advertisements for gaming included problem gambling support information?
(For example, 1-888-532-3500 helpline, voluntary exclusion program, other support information)

_____

How easy was it to see/hear/find problem gambling support information on advertisements?

_____

_____

_____

_____

How many advertisements were there primarily for problem gambling support information?

_____

Where in the venue were advertisements located? (For example, window, bulletin board, on inside walls, below counters facing customers, etc.)

_____

_____

_____

_____

What languages were the ads in?

_____

_____

_____

_____

Community Walk Scan Worksheet

CSB Information

CSB Name: _____
Date: _____ Time: _____

Location Information

Area/Community/Road Intersection: _____

Advertising	Gambling Type
What form of gambling / gaming was advertised? (Select all that apply) ☐ Powerball, Jackpot, or other Lottery Tickets ☐ Scratch-offs and similar games ☐ Keno ☐ Electronic Pull Tabs ☐ Slot Machines ☐ Racing (e.g., betting on horse races, Rosie's Gaming) ☐ Sports Betting ☐ Online Sports Betting ☐ Fantasy Sports Betting ☐ " Free to Play" Video Games with Loot Boxes (for phone, computer, or console) ☐ Casino Gambling (e.g., poker, blackjack, roulette, etc.) ☐ Online Casino Gambling ☐ Bingo ☐ Popp-open Pull Tabs, instant bingo, and other physical Pull Tabs ☐ Other Charitable Gaming: _____ ☐ Other Non-Charitable Gambling: _____ ☐ Other Online Gambling _____	How many advertisements for gambling / gaming did you find? ❖ Billboards: _____ ❖ Bus Stop or Bus Depot Ads: _____ ❖ Ads on Vehicles: _____ ❖ Other Signage: _____

Additional Information

Did the ads include problem gambling support information?
(For Example, 1-888-532-3500 helpline, voluntary exclusion program, or other support contact information)

_____

How easy was it to see/hear/find problem gambling support information?

_____

_____

_____

What demographics were portrayed in the ad? Including age group, race or ethnicity, gender, income level, etc.

_____

_____

_____

_____

How many Ads included any of the following?
- ❖ Cartoon Characters, Game Avatars, or similar characters _____
- ❖ People under 18_____
- ❖ Celebrities _____
- ❖ Athletes or Sports Stars _____
- ❖ Schools, Universities, or School Athletic Associations _____
- ❖ Unrealistic statement about odds of winning (for example, "Everyone can be a winner!") _____

Are the gambling advertisements visible to any of the following nearby?
- ❖ School _____
- ❖ Library _____
- ❖ Gym / Sports / Recreation Facility _____
- ❖ Youth Community Center _____
- ❖ Other Youth Facility _____

Passive Media Scan Worksheet

Information

CSB: _____

Your Age: _____Town or County: _____

Day 1: Total Number of Gambling Ads

Platform (i.e., TV, Radio, Podcasts, Social Media)	Number of Gambling Ads	Types of Gambling	$ Purchases or Wagers	Cartoon Characters / Game Avatars	Athletes / Sports	Problem Gambling information / support
EXAMPLE Podcasts	7	Fantasy Sports Betting, Poker	Yes	No	Yes	No

Day 1: Total Number of Gambling Ads, Continued

Platform (i.e., TV, Radio, Podcasts, Social Media)	Number of Gambling Ads	Types of Gambling	$ Purchases or Wagers	Cartoon Characters / Game Avatars	Athletes / Sports	Problem Gambling information / support

Day 2: Total Number of Gambling Ads

Platform (i.e., TV, Radio, Podcasts, Social Media)	Number of Gambling Ads	Types of Gambling	$ Purchases or Wagers	Cartoon Characters / Game Avatars	Athletes / Sports	Problem Gambling information / support

Day 3: Total Number of Gambling Ads

Platform (i.e., TV, Radio, Podcasts, Social Media)	Number of Gambling Ads	Types of Gambling	$ Purchases or Wagers	Cartoon Characters / Game Avatars	Athletes / Sports	Problem Gambling information / support

Day 4: Total Number of Gambling Ads

Platform (i.e. TV, Radio, Podcasts, Social Media)	Number of Gambling Ads	Types of Gambling	$ Purchases or Wagers	Cartoon Characters / Game Avatars	Athletes / Sports	Problem Gambling information / support

Day 5: Total Number of Gambling Ads

Platform (i.e., TV, Radio, Podcasts, Social Media)	Number of Gambling Ads	Types of Gambling	$ Purchases or Wagers	Cartoon Characters / Game Avatars	Athletes / Sports	Problem Gambling information / support